DOCUMENT RESUME

ED 418 701 IR 056 983

AUTHOR	Alire, Camila; Archibeque, Orlando
TITLE	Serving Latino Communities. A How-To-Do-It Manual for Librarians. How-To-Do-It Manuals for Librarians, Number 80.
ISBN	ISBN-1-55570-276-7
PUB DATE	1998-00-00
NOTE	253p.
AVAILABLE FROM	Neal-Schuman Publishers, Inc., 100 Varick St., New York, NY 10013-1506 ($35); http://www.neal-schuman.com
PUB TYPE	Books (010) -- Guides - Non-Classroom (055)
EDRS PRICE	Document Not Available from EDRS.
DESCRIPTORS	*Latin Americans; *Library Collection Development; Library Cooperation; Library Extension; Library Funding; Library Material Selection; Library Personnel; *Library Services; *Minority Groups; *Outreach Programs; Program Development; Public Libraries; School Libraries; *User Needs (Information); Users (Information)
IDENTIFIERS	*Latinos

ABSTRACT

This book provides a systematic, step-by-step process and includes practical ideas and program materials for library staff to use in their development of library services to Latines. Designed primarily for public libraries, much of the information in the book can be adapted to school library media centers. The information in the book can also be adapted for providing services to other underserved minority communities, no matter their race or ethnicity. The book is divided into 11 chapters: (1) "The Latino Community: A Growing Clientele," an introduction to Latino culture, including ethnic terminology; (2) "Why Library Services to Latinos?"--the changing demographics of the nation's Latino population (3) "A Place to Start: Building Your Rationale"; (4) "Know Your Community"; (5) "Programs and Services for Latinos in Your Community," including examples of successful programs from libraries throughout the country; (6) "Money, Money, Who's Got the Money?"; (7) "May I Help You? The Important Role of Library Personnel"; (8) "Partnerships"; (9) "Starting a Collection for Latinos"; (10) "Outreach and Marketing/Public Relations," including tips and examples of successful promotional materials; and (11) "Resource Directory," including publications, organizations, and Internet resources. Includes an index. (Contains 27 references.) (SWC)

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